

# Studying the Future: Doing Ethnographic Research of Emerging Consumer Technologies for Health

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QUAL SPEAKER SERIES

THURSDAY, MAY 5, 2016

12:30 P.M. - 1:20 P.M.

THOMSON 317

What are the challenges of doing qualitative research in rapidly evolving field sites? This talk looks at the challenges of examining the phenomenon of self-tracking for health and suggests how qualitative researchers improvise in settings in flux.

**Gina Neff** is a media and communication scholar whose work centers on impact of new communication technologies on work, companies, and society. Her book *Venture Labor: Work and the Burden of Risk in Innovative Industries* (MIT 2012) was the co-winner of the American Sociological Association's Communication & Information Technology Best Book Award in 2013. Funded by Intel, she studied the impact of social media and consumer health technologies on the organization of primary care and wrote *Self-Tracking* (with Dawn Nafus, forthcoming from MIT in 2016). Professor Neff is a member of the QUAL Steering Committee.

This talk is presented by the Qualitative Multi-Method Research Initiative (QUAL) Speaker Series and hosted by the Jackson School Ph.D. Program's Bridge Lab. For more information: [depts.washington.edu/qual](http://depts.washington.edu/qual)

*All UW students, faculty, and staff interested in qualitative multi-method research are welcome.*

